



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TTY/TDD 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

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TO: Administration Committee

DATE: October 7, 2009

FR: Deputy Executive Director, Policy

W.I.: 1112

RE: Contract - Design and Production Services for *Transactions* Newsletter, MTC/BATA Annual Report and other projects in FY 2009-10:

- i) Finger Design Associates, Oakland, CA
- ii) Patricia Bruning Design, Berkeley, CA
- iii) L Studio, Sausalito, CA
- iv) Traverso Santana Design, Piedmont, CA
- v) Visual Strategies, San Francisco, CA

In June 2009, MTC issued a Request for Qualifications (RFQ) for Design Services, with the goal of selecting a primary consultant for our flagship publications and establishing a pool of designers eligible to work on future print, signage, logo/branding, display, and web design and other electronic communication projects. The services would be provided in FY2009-10, with the option of renewing for two additional years, through June 2012. The outside design consultants supplement MTC's in-house graphics team to keep high-profile publications and other projects on track and augment our in-house skills and expertise.

Note that we are in the midst of reevaluating MTC's printed materials, with the goals of enhancing our presence on the Web, reducing the distribution of paper, introducing more interactivity in our electronic publications, and engaging new audiences. We intend to use one or more of the selected design firms to help us implement these new strategies.

The RFQ was sent to approximately 240 design firms and also was posted on MTC's Web site. We received 15 Statements of Qualifications and interviewed seven firms. Staff is recommending that the Committee select Finger Design Associates, Oakland, CA, to serve as the principal design firm, based on their superior samples, their extensive experience in the public sector, and competitive hourly fees. Finger Design Associates has been MTC's primary design consultant since 1996, selected through four competitive procurements in 1996, 1999, 2003 and 2006. They have consistently produced handsome, high-quality, readable and award-winning publications for MTC.

We are also recommending that the Committee approve the following five firms to form a pre-qualified list of designers to handle other miscellaneous projects on an as-needed basis:

- i. Patricia Bruning Design, Berkeley, CA
- ii. L Studio, Sausalito, CA
- iii. Traverso Santana Design, Piedmont, CA
- iv. Visual Strategies, San Francisco, CA
- v. Finger Design Associates, Oakland, CA

Potential miscellaneous projects for FY2009-10 include:

1. Creating interactive, electronic versions of MTC's publications to reduce mailing and printing costs.
2. Redesigning MTC's Web sites and introducing more interactivity.
3. Enhancing MTC's social media presence on the web.
4. Developing a logo and branding system for MTC's emerging climate change outreach efforts to alert the public to their carbon footprint and to change personal behaviors.
5. Creating vignettes for MTC's transit kiosk video monitors.
6. Developing an updated display system for MTC's Excellence in Motion Awards.
7. For BATA, developing materials documenting the East Span project.
8. Other projects yet to be determined.

The amount available for MTC design projects in the FY2009-10 agency budget is \$250,000, which may be augmented by BATA funds. The annual budget for design services in future fiscal years is expected to be in the range of \$150,000 to \$250,000. The Committee is requested to (1) authorize the Executive Director to negotiate and enter into a contract with Finger Design Associates in an amount not to exceed \$150,000 for FY 2009-10 and (2) to establish a panel of pre-qualified firms for miscellaneous design projects in FY 2009-10 with a total amount not to exceed \$100,000.

Ann Flemer

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112

Consultant(s): Finger Design Associates, Oakland, CA

Work Project Title: Design and Production Services – Principal Designer & Pool Designer

Purpose of Project: Serve as principal designer: Provide design and production services for *Transactions* and the annual report during FY2009-10; provide design services for miscellaneous projects as needed; option to renew for two additional years through June 2012.

Brief Scope of Work: Art direct bimonthly newsletter and annual report, secure photos and illustrations, provide production services, conduct press checks and other tasks as directed. Undertake miscellaneous projects as directed.

Project Cost Not to Exceed: \$150,000 (funding through June 2010)

Funding Source: TDA

Fiscal Impact: Project is included in MTC FY2009-10 budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Finger Design Associates to provide design and production services for *Transactions*, the annual report and other miscellaneous design projects through June 2010, and the Chief Financial Officer is directed to set aside funds up to \$150,000 for such contract.

Administration Committee:

Tom Bates, Chair

Approved: Date: October 14, 2009

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contracts

Work Item No.:	1112
Consultant(s):	<ul style="list-style-type: none">• Patricia Bruning Design, Berkeley, CA• L Studio, Sausalito, CA• Traverso Santana Design, Piedmont, CA• Visual Strategies, San Francisco, CA• Finger Design Associates, Oakland, CA
Work Project Title:	Design and Production Services – Pool Designers
Purpose of Project:	Provide back-up design and production services in FY2009-10, with the option of renewing for two additional years.
Brief Scope of Work:	To be determined, as design and/or production services are required.
Project Cost Not to Exceed:	Individual project costs to be determined.
Funding Source:	TDA and RM 2
Fiscal Impact:	TBD
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into contracts with individual consultants not to exceed a total of \$100,000, with one or more of the design firms on the above list, to provide design and production services through FY2009-10, subject to the availability of funds.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	Date: October 14, 2009